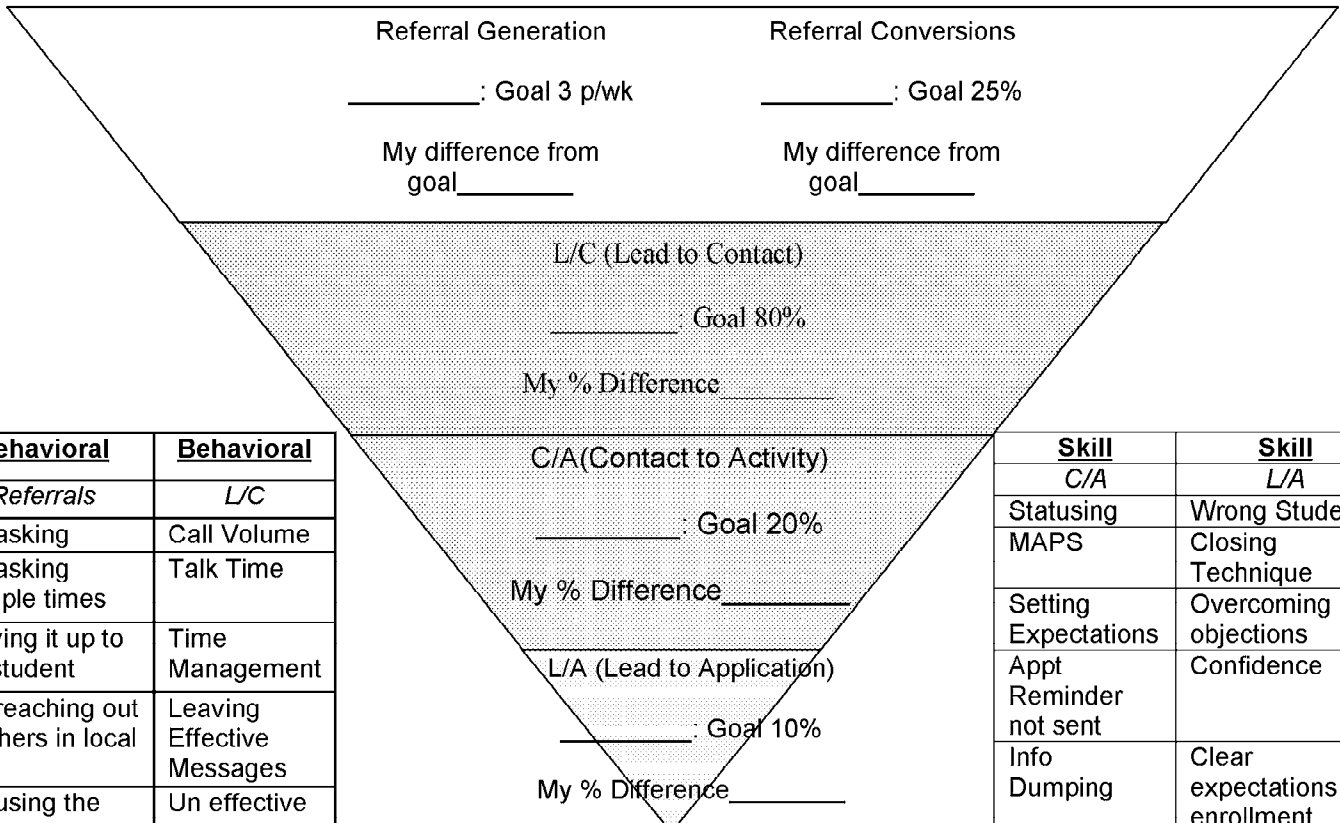


Date: _____ Flash time Frame: _____ EA: _____



Behavioral	Behavioral
Referrals	L/C
Not asking	Call Volume
Not asking multiple times	Talk Time
Leaving it up to the student	Time Management
Not reaching out to others in local area	Leaving Effective Messages
Not using the application referral page	Un effective Call Strategy
Not using corporate referral page	Per student attempts low
Not going back to previous APINs	Appropriate Email Strategy

Skill	Skill
C/A	L/A
Statusing MAPS	Wrong Students Closing Technique
Setting Expectations	Overcoming objections
Appt Reminder not sent	Confidence
Info Dumping	Clear expectations of enrollment steps
Intro	Not Giving Clear Deadlines
Not confirming appointment prior	Start date to too vague

From Top of Flash
 Sched _____ to Appt _____ Ratio _____
 Goal: 70%
 Difference _____
 Appt _____ to Apps _____ Ratio _____
 Goal: 80%
 Difference _____

Action Item 1: _____

Target Date: _____ * use back if needed

Action Item 2: _____

Target Date: _____ * use back if needed

Items at goal: _____